

Industry.TravelAlberta.com

directions

Travel
Alberta
Canada

SPRING 2011

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C.2



**"WE ARE AUTHENTIC
EXPERIENCES
IN BREATHTAKING
LANDSCAPES."**

BRINGING ALBERTA'S TOURISM BRAND TO LIFE P8

**FOCUSED
ON RESULTS**

BUSINESS STRATEGY 2011 - 2014 P2

FOCUSED TO WIN

MARKETING AND SALES PLAN 2011 P4

CELEBRATING EXCELLENCE

2010 ALTO AWARDS P14

TRAVEL ALBERTA'S BUSINESS STRATEGY 2011-2014 FOCUSED ON RESULTS

TO DOWNLOAD TRAVEL ALBERTA'S BUSINESS STRATEGY 2011-2014,
PLEASE VISIT INDUSTRY.TRAVELALBERTA.COM

The overall strategic direction for Travel Alberta, updated in the corporation's *Business Strategy 2011-2014*, has proven effective over the past year. Crown corporation status has allowed Travel Alberta to apply discipline and transparency to all that we do and moved us measurably closer to our vision of becoming the pre-eminent tourism marketing agency in Canada.

Discipline and business rigour is the foundation of this three-year Business Strategy, which is sharply focused on delivering tangible results. Travel Alberta is focused on five key strategic initiatives and the new plan has pared down measurable outputs to 16 from 31 because we've been able to deliver on 15.

Travel Alberta's overriding goal is to enable industry to grow revenues to \$6.0 billion by 2014 from \$5.4 billion in 2009 (latest actual data available from Statistics Canada).

This will be a momentous year in the short history of Travel Alberta as a legislated corporation. On April 1, we integrated our domestic marketing team into the corporation in Calgary as well as at our new permanent Edmonton office. We plan to introduce the new Alberta tourism brand to our industry partners at the 11th annual Travel Alberta Industry Conference and to integrate the brand into all marketing messages, beginning with our annual ski and winter campaigns later this year.

TRAVEL ALBERTA'S STRATEGY ROADMAP

2011

Where are we today?

\$5.4 billion*
REVENUE

22.6 million*
VISITS

*Latest actual data from Statistics Canada, 2009

1

BRING BRAND TO LIFE

- > Implement a unifying tourism brand strategy
- > Tell our brand story
- > Connect brand and experiences



2

CREATE CUSTOMER INTIMACY

- > Drive Explorer Quotient segmentation
- > Harness the power of social media

3

DEFEND AND GROW BUSINESS

- > Drive return on investment
- > Seize emerging marketing opportunities
- > Harmonize consumer experience messaging
- > Build & share market intelligence
- > Drive visitation from non-domestic markets

2014

Where do we need to go?

4

- > Drive marketing alignment
- > Grow industry marketing capability
- > Support tourism, developing market-ready projects

ENGAGE STAKEHOLDERS

5

- > Foster team collaboration
- > Nurture innovative leadership
- > Build vacation experience expertise

NURTURE ORGANIZATIONAL EXCELLENCE

\$6.0 billion*
REVENUE

25.0 million*
VISITS

*2013 Targets - Tourism, Parks and Recreation

TRAVEL ALBERTA'S MARKETING & SALES PLAN 2011 FOCUSED TO WIN

TO DOWNLOAD TRAVEL ALBERTA'S GLOBAL MARKETING AND SALES PLAN 2011,
PLEASE VISIT INDUSTRY.TRAVELALBERTA.COM.

TOURISM EXPENDITURES BY VISITORS FROM CORE MARKETS
2011 TARGETS (% DIFFERENCE FROM 2009 LAST ACTUAL)

USA

\$561 million
↑ 3.4%

CANADA

\$4.1 billion
↑ 3.9%

ALBERTA

\$2.87 billion
↑ 5.8%

UNITED KINGDOM

\$208 million
↑ 2.4%

GERMANY

\$76 million
↓ 4.0%

NETHERLANDS

\$29 million
0.0%

CHINA

(TBD – Developing Market)

JAPAN

\$32 million
↑ 4.1%

AUSTRALIA

\$65 million
↑ 3.1%



to experience
industry for growth
in 2003 (latest actual data)

1 **BRING BRAND TO LIFE**

- > Implement a unifying tourism-based strategy
- > Tell our brand story
- > Connect brand and experience

2 **CREATE CUSTOMER INTIMACY**

- > Drive ExploreQuest™ segmentation
- > Harness the power of social media

3 **DEFEND AND GROW BUSINESSES**

- > Drive return on investment
- > Settle emerging marketing opportunities
- > Harmonize consumer experience
- > Build and share market intelligence
- > Drive visitation from non-domestic markets

MARKETING AND SALES PLAN 2011

Travel Alberta Canada 1-877-477-2262

With a sharply focused strategy to market to select customers in high-yield markets, **Alberta and our industry partners are in a strong position to win in the market and realize enhanced tourism visitation and revenues in 2011.**

Travel Alberta's *Global Marketing and Sales Plan 2011* complements our *Travel Alberta Business Strategy 2011-2014* and is underpinned by Travel Alberta's mission: Grow tourism revenues with compelling invitations to experience Alberta. The document details the strategic approach we are adopting in four marketing channels (e-Marketing, Media and Public Relations, Travel Trade, and Meetings, Conventions & Incentive Travel). It also outlines the marketing and sales strategy that will be followed in each of our country markets as well as the tactics that will meet our goals in 2011. Our key to winning will be to align the considerable tourism expertise of industry partners with Travel Alberta's as we "hunt as a pack" on the traveller's path to purchase.

TRAVELLER'S PATH TO PURCHASE

TRAVEL ALBERTA

1 Becoming Aware

2 Dreaming

3 Seriously Considering

4 Imagining a vacation movie

5 Itinerary Planning

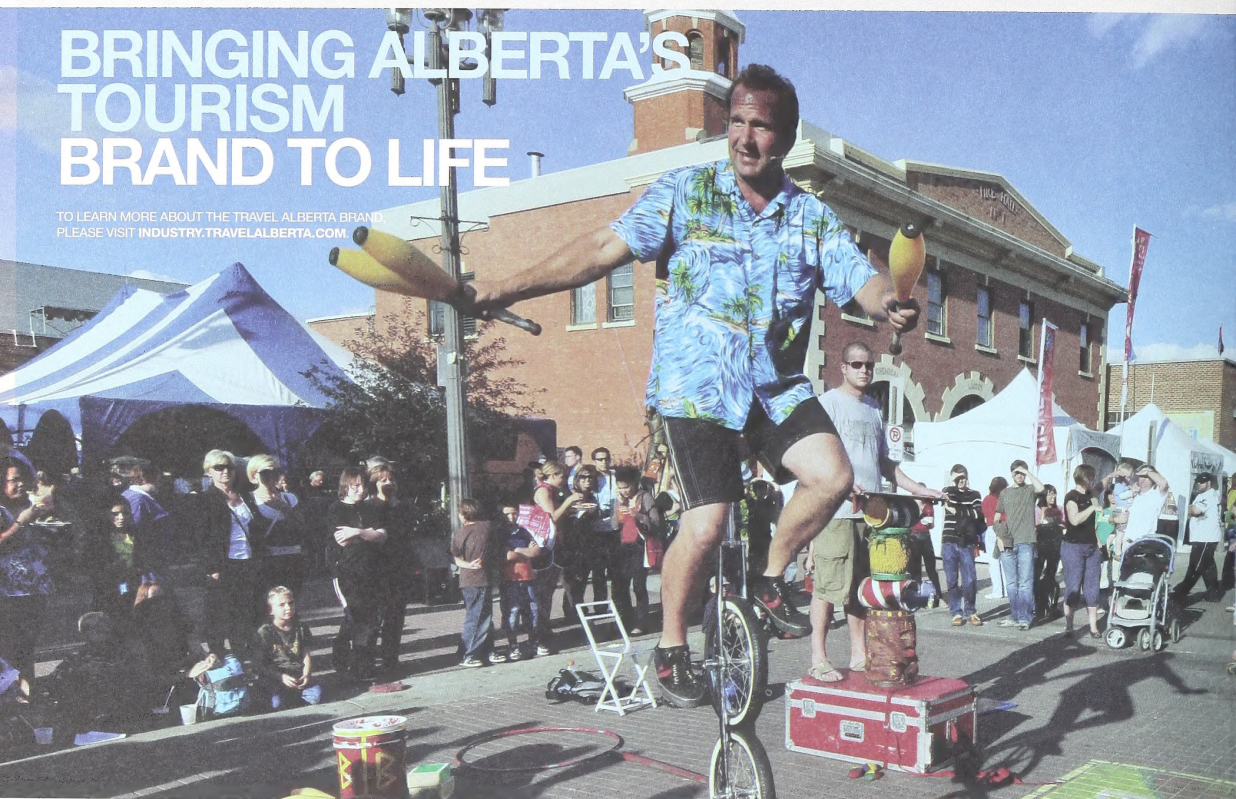
6 Arranging Travel

INDUSTRY

BOOK TRIP

BRINGING ALBERTA'S TOURISM BRAND TO LIFE

TO LEARN MORE ABOUT THE TRAVEL ALBERTA BRAND, PLEASE VISIT INDUSTRY.TRAVELALBERTA.COM.



To differentiate the Alberta travel experience from our competitors in the rest of Canada and around the world, Travel Alberta has developed a unifying tourism brand position and brand promise, with input from industry over the past year. This was just the start of a lengthy journey to develop Alberta's tourism brand and to bring it to life.

More than 100 industry representatives provided input at nine regional workshops across the province, culminating last spring in a two-day working session with 40 industry participants. There was a strong consensus across all regions in terms of consistent and compelling answers to these questions:

1. What are we?
2. Who we are selling to?
3. What are we selling?

Further work and research is now underway to answer the final questions in a complex puzzle that will define everything we are marketing together:

- What are we going to say to inspire our target customers to visit Alberta?
- What are the best product experiences to feature by market to bring "goosebump moments" to life?
- What are the best deployment tactics by market?
- What expectations will we have of our partners, including travel trade, in each market and how can we help you use the brand to increase your business?

This will all come together at the 2011 Travel Alberta Industry Conference, October 23-25, when the new Alberta tourism brand will be revealed to our industry partners. We look forward to your participation as we begin the next exciting chapter of our brand journey.

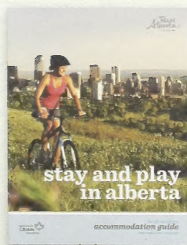
WHAT ARE WE?

WHAT ARE WE?

AUTHENTIC EXPERIENCES IN BREATHTAKING LANDSCAPES

TO DOWNLOAD THE OFFICIAL ALBERTA VACATION GUIDE, PLEASE VISIT WWW.TRAVELALBERTA.COM.

Across the entire province of Alberta, visitors are offered an endless array of authentic and unique experiences.



Travel Alberta has begun to portray these experiences as our customers seek them in our new *Official Alberta Vacation Guide*. This year's guide was developed with an innovative approach to positively influence decision makers in selecting a vacation destination by appealing to their travel motivations. The format is based on how a visitor actually chooses

a tourism product by experience, rather than by region – and is designed to encourage travel around the province. Throughout the guide are personal testimonials that serve as powerful expressions and testimonials of the variety of experiences to be found in Alberta. For example, Lorne Merrick, owner of Fat Franks in Edmonton is especially passionate about the city he loves.

The guide aligns with Travel Alberta's new marketing and brand strategy with a focus on experiential vacations over attraction and product listings. The purpose of the guide is to entice and attract our desired customers from international markets. It is meant to give them enough of a "hook" to help them move to the next action of booking a vacation here.



Edmonton has fantastic festivals, exciting events and serious shopping for visitors. Sometimes they're big and obvious. Sometimes they're small and personal...
Check Lorne Merrick clearly loves Edmonton.
 "Edmonton is a city one needs to get to know... its charms need to be discovered."

"We are a city no one truly gets until they stay here, give it a chance and get to know it. It has many surprises to those with open minds."

Check Lorne Merrick
 Entrepreneur | Owner of Fat Franks

And probably no one knows the city's charms better than Lorne, who – as Edmonton's premier vendor of hotdogs – has been "taking it to the streets" for the past 15 years.

Lorne's favourite places
 • Premium Pies and Shopping
 • White Horse
 • Old Edmonton District
 • West Edmonton Mall
 • 104th Street Car Market
 • Old Edmonton
 • The River Valley
 • North Saskatchewan River valley
 • TransCanada Trail, North Saskatchewan River valley

Lorne's favourite
 • Edmonton Street
 • Edmonton's Festival
 • Edmonton Heritage
 • Taste of Edmonton
 • Edmonton Folk Music



WHO ARE WE SELLING TO?

WHO YOUTHFULLY SPIRITED ADVENTURERS

FOR INFORMATION ON EXPLORER QUOTIENTS,
VISIT CORPORATE.CANADA.TRAVEL.

Broadly speaking, Alberta appeals to those who are youthfully spirited or young-at-heart. The Canadian Tourism Commission's Explorer Quotient (EQ™) segmentation tool identifies another way to categorize "youthfully spirited adventurers." EQ describes our primary target audiences as *Free Spirits* and *Social Samplers*.

These travellers seize the day and experience the best of life. They like the best of everything and travel with others who feel the same way. They have a lot of energy, and want to see and do everything when they arrive at a new destination.

The best way to understand these segments is to look at how they plan and book a vacation. Travel Alberta created some hypothetical "personas" to help us better understand our customers:

a free spirit with no connection to Alberta looking for an iconic experience

PERSONA ONE

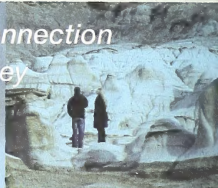
DARREN JACKSON



free spirits living in Houston with a connection to Alberta looking for the highlights they missed on their last trip to Alberta.

PERSONA TWO

AMBER DUFRESNE & ROGER FISCHER



free spirits living in Alberta looking for hidden gems.

PERSONA THREE

JENN & AL MELNYCHUK



"When I travel I need to find that big, epic experience."

I'm Darren and I graduated from college four years ago. I'm determined to enjoy life before I settle down and travel is a big part of that. I don't have as much money as I'd like for fun and games but my buddies and I still find time and money for one good snowboarding adventure a year. We do some research and share information about accommodation, travel and activities to find something we all want to do. We've been to most of the resorts in the western United States. This spring we're planning a snowboarding trip to Canada. We've heard that the snow is excellent in the Rockies and that there are shorter lift lines than in Colorado. Friends say it's like skiing used to be back in the '80s, so we want to go check it out. Besides, it'll be cool to be able to say we went to Canada for the weekend!

Obstacles

- Having enough money
- Time away from work commitments
- Getting his buddies organized
- Colorado skiing, closer & better
- Expensive flights to Canada
- Exchange rates

Needs to Know

- Where & how to get to Alberta
- Areas to visit and what activities are available
- Passport & visa requirements
- Transportation options once in Alberta
- Routes that ensure easy access to planned activities
- Weather forecast to pack appropriately

Web Activities

- Google Maps to find out what's around
- Yelp for user reviews and recommendations for accommodation and restaurants
- Facebook to coordinate and share activities
- Email to share confirmations
- Twitter, Facebook and Foursquare to broadcast the experience as it happens

Touchpoints & Technologies

- Advertising and snowboarding magazines
- iPhone and an older laptop
- Google, Google Maps, Facebook, SMS and Twitter

"We only spent a few days doing fun stuff when we last visited, so we need to find some more of the highlights"

I'm Amber and met my boyfriend almost five years ago in a hostel in London. We try to plan our lives to maximize the amount of travelling we get to do together, but it's hard for us to find time where we can both get away. We've got some big plans for a trip to South America, but we never seem to have money for airfare. Roger travels a lot with his work, so we often use his points to go on trips. When we plan our vacations, we often discuss how "extreme" the trip is going to be. Roger leans toward climbing or surfing vacations. What I'm looking for is a mix of adventure and relaxation. I went to visit my best friend, Emma, in Calgary last year and she told me about some great hiking trips in the Rockies. Roger seems interested as long as he can get day or two of climbing in, so I'm going to do some more research.

Obstacles

- Having enough money
- Time away from work commitments
- Too many destinations
- New, affordable destinations
- Adventure and indulgence

Needs to Know

- Areas to visit and what is available there
- Where to fly into in order to access activities
- Activities and accommodation proximity
- Weather forecast for packing

Web Activities

- Travelocity, Expedia and Kayak to search deal, reviews, and book online
- Google search activities
- Travel blogs to see what others have done in Alberta
- Twitter and Facebook friends
- Personal blog to share full story

Touchpoints & Technologies

- Magazines associated with outdoor interests and activities
- iPhone
- MacBook Pro

"The best part of travelling in Alberta is finding those hidden gems that make you so proud to live here."

I'm Jenn and I've been married to Al for nearly 25 years. One of the things that brought us together was our passion for travel. Before we had kids, we travelled anywhere we could. When we had kids, we bought a trailer for road trips in Alberta and BC. And once they were old enough to be left with a babysitter, we started taking all-inclusive trips to Mexico and the Caribbean in the winter. A couple of years ago, we bought a Harley Davidson touring bike. Now we go on a few weekend trips every summer with some friends of ours who also ride. So far we've taken the bike camping at Waterton, ridden the Icefields Parkway to Jasper and travelled through most of southwest Alberta. We love riding because we get to find hidden roadside gems like the Japanese Gardens in Lethbridge. This August long weekend, we're going to head up to the Cypress Hills with our friends and maybe get a cabin at the Elkwater Lake Lodge.

Obstacles

- Having enough money
- Getting time away from work commitments
- Having the kids home from school or work
- Fresh ideas for places to go
- A reason to initiate a trip

Needs to Know

- Interesting places to go — hidden gems
- Routes to take
- Distances between key stops
- Food, fuel stops

Web Activities

- Google search accommodation
- Google Maps to route plan
- Email and Facebook to keep in touch with the kids

Touchpoints & Technologies

- Tourism literature from information centres
- Magazines like Westworld
- Older home computer
- Older BlackBerry and GPS

WHAT ARE WE SELLING?

WHAT GOOSEBUMP MOMENTS

HELP US GIVE THE WORLD GOOSEBUMPS.
PLEASE VISIT WWW.ALBERTAGOOSEBUMPS.COM

"Goosebump moments" is not our brand. It is a description of the experience that forms the basis of our brand. They are feelings of excitement, the rush visitors get that prompts them to say, "I can't believe I'm lucky enough to be here right now and I'll remember this moment forever."

SELLING



◀ "Watching the sun come up from the top of the hill overlooking Drumheller. The hills light up golden yellow and it's impossible to look away."

▶ "Driving over endless flatland when suddenly you crest over the top of the Dunvegan hill to see before you the huge valley of the Mighty Peace."



Alberta

help us give the world goosebumps.

We are delighted to be granted this opportunity. The realization that visitors desire to experience the heart of Alberta inspired us to create a brand that captures the essence of the province and the people who live here. We are proud to be part of the team that is helping to create a brand that will inspire visitors to visit Alberta.

We want to see and hear from you. We want to know what you think and what you love. We want to know what you think and what you love. We want to know what you think and what you love.

We want to see and hear from you. We want to know what you think and what you love. We want to know what you think and what you love. We want to know what you think and what you love.

[Cottonwood Golf Course, Calgary](#)

◀ "Taking the last bend in the road before entering Cypress Hills – trees, wildlife, and the lake emerge – beautiful!"

These vivid goosebump moments happen every day all over Alberta. Please share your own goosebump moments and vote for other great moments that have been contributed by industry operators at our micro-site, AlbertaGoosebumps.com.

The final element in our platform is the consumer-facing expression of our brand – or what we are going to say to inspire our target customers to visit – will be unveiled at the 2011 Travel Alberta Tourism Industry Conference in October and begin to be delivered

later this year in our 2011-12 winter campaigns.

Travel Alberta has been very busy this winter and spring, beginning to capture goosebump moments in video and still photography that will be used in all our marketing communication, including print and broadcast

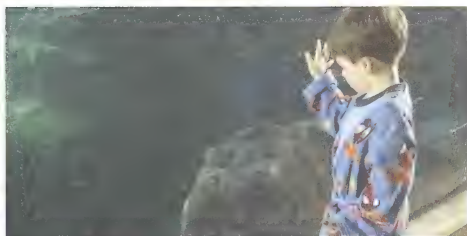
advertising as well as online marketing programs.

A brand "toolkit" will be launched at the Conference to assist Alberta's tourism industry to align experiences with our brand and use the same approach with our customers.





"Standing at the Calgary Zoo with my face a foot away from the tank as Foggy the hippo floats gracefully by."



◀ *"Stepping off the Brewster Columbia Icefield Ice Explorer and realizing that an entire mountain valley packed with ice lies beneath you."*

"Jetboating on the North Saskatchewan River and spotting a coyote swimming across."

LIGHTS, CAMERAS, GOOSEBUMPS

When it comes to capturing the beauty of the Canadian wilderness, the crew of *Wild About Canada* knows a thing or two. From the rugged mountains of the Rockies to the vast, open plains of the Prairies, the show's producers and directors have spent countless hours in the field, capturing the most stunning and breathtaking moments of the Canadian landscape. And now, they're bringing it all to you, in a way that's never been seen before.



“THE INTERACTION, THE CROSS MARKET ENGAGEMENT, THE MUTUAL SUPPORT SETS THIS CONFERENCE AND THIS PROVINCE APART.

...HOW GREAT TO HAVE THIS MUCH SUPPORT FOR US ALL TO PULL IN THE SAME DIRECTION. SO SIMPLE, SO EFFECTIVE.”

A 2010 DELEGATE COMMENT



1 John Gerzema, Chief Insights Officer, Young & Rubicam Group, New York – Monday, breakfast keynote speaker

2 Aydin Ozyakmaz, Aydin Productions with Mark Szabo of Koro Group

3 Mac McKenny, Chair, Strategic Tourism Marketing Council

4 Doug Jones, President, Canadian Badlands Ltd; Rick Green, Regional Planner, Historic Sites and Museums Branch; Manuelle Prunier, Executive Director, Canadian Badlands Ltd; Duncan Daniels, Head of Regional Marketing, Southern Alberta Historic Sites

5 LaVerne Erickson, 2010 Alto Ambassador with Bruce Okabe, CEO, Travel Alberta

6 Travel Alberta Team Members – Karen Soyka, Director, Travel Trade, Canada & USA; Christine Haub, Specialist, MC&IT; Jennifer Holly, Business Development Director, MC&IT, Canada; Marney St. John, Director, Global Partnership Marketing

7 Aaron Lines, country music artist, playing at the Alto Awards Gala

8 Cynt Blanchard piping in Alto Award finalists at the Alto Awards Gala

9 Kelly Kuhl, Kathryn Valentine, Mike Dooley and Leanna Mohan of Royal Tyrrell Museum

10 Linda Olsen, Anchor, Global TV – Host of Alto Awards Gala

The 10th Annual Travel Alberta Industry Conference was rated the best ever. Take advantage of our Early Bird fee and register for the 2011 conference at Industry.TravelAlberta.com/Conference.

The Travel Alberta Industry Conference has grown over the years to become the premier personal and professional development opportunity for members of Alberta's tourism industry. The 10th annual Conference set an attendance record in with more than 750 participants who evaluated it as the "best ever."

- 95% were very satisfied with the Travel Alberta Marketplace
- 94% were very satisfied with the keynote presentations
- 95% were very satisfied with the Alto Awards

Highlights of the Conference were the sold-out Alberta Tourism Awards Gala and Travel Alberta's first public Annual General Meeting. Both events will be repeated in 2011.

For more photos and to download presentations from the 2010 Conference, please visit Industry.TravelAlberta.com/Conference.

With two back to back conferences winning national recognition, the bar has been raised once again for this year's event. Project Manager Colleen Reed, Travel Alberta's Manager, Regional Relations, promises the 2011 Travel Alberta Industry Conference, to be held at The Fairmont Banff Springs, Oct. 23-25, "will be even better."



11 Second year Adventure Tourism & Outdoor Recreation students from Lakeland College - Karen McLean, Laura Fossum, Ian MacIsaac, Melinda Carmichael, Garrett Berube, Troy Crowe and Kristin Shirley

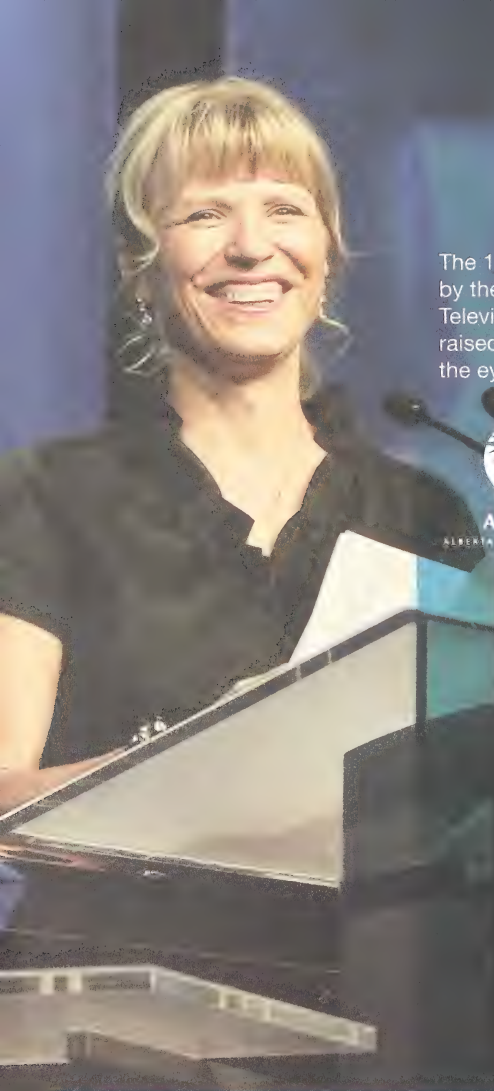
12 Mac Makenny, Chair of Strategic Tourism Marketing Council and 2007 Alto Ambassador; David Morrison, 2009 Alto Ambassador; LaVerne Erickson, 2010 Alto Ambassador; Rick Smith, 2005 Alto Ambassador

13 Emilia Hovorka, Executive Director, Grande Prairie Regional Tourism and member of Strategic Tourism Marketing Council

14 Shelley Grollmuss, Travel Alberta's Executive Director, North America; Quincy Smith, Chair of Travel Alberta's Board of Directors; Colleen Reed, Travel Alberta's Manager of Regional Relations

15 Harry the Horse - Calgary Stampede

16 Cindy Ady, Minister of Alberta Tourism, Parks and Recreation with 2010 Alto Ambassador LaVerne Erickson



The 10th annual Alto Awards Gala – generously sponsored by the Calgary Herald, the Edmonton Journal and Global Television represented by veteran emcee Linda Olsen – raised the bar once again to become the “best ever” in the eyes of the attendees.



ALTO
ALBERTA TOURISM AWARDS

Presenting the Alto Awards for the fourth consecutive year was Tourism, Parks and Recreation Minister Cindy Ady. “I am so proud of all of you at the Academy Awards of tourism,” she said. “You make us all proud.”

The Minister was surprised to be presented with a special award of appreciation – a painting by contemporary Alberta artist Edward Mitchell entitled “Mystical Profusions” – on behalf of Alberta’s tourism industry by Travel Alberta Board Chair Quincy Smith and Mac Makenny, Chair of the Strategic Tourism Marketing Council. “You are the best tourism minister we have ever had,” said Makenny, which prompted the capacity audience to give a prolonged and heart-felt standing ovation.

The evening culminated with the presentation of the 2011 Alto Ambassador Award to Laverne Erickson of Rosebud. The founder of the Rosebud School of the Arts, Rosebud Theatre and the Canadian Badlands Passion Play and the visionary behind Canadian Badlands Ltd, Canada’s largest municipal tourism corporation, used the occasion to demonstrate his leadership and passion for the industry he clearly loves. He outlined his vision for Alberta to host the first global convention on Badlands Tourism. “Badlands can equate to tourism on a global scale like the Canadian Rockies,” he explained.

The Minister presented Alto Awards in eight other categories. Finalists’ winning entries are summarized on the following pages.

Reward yourself this year and enter your best work in the 2011 Alto Awards by September 9. For details, please visit Industry.TravelAlberta.com/Alto.

ALTO AWARDS GALA 2010
SPONSORS:



CALGARY HERALD



Alto Awards 2010



ACCREDITED BY:
 CANADIAN COUNCIL
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Alberta Pride

THE ALBERTA PRIDE AWARDS FOR THE LGBTQ+ COMMUNITY
 THAT CELEBRATE THE BEST OF THE ALBERTA EXPERIENCE

Royal Tyrrell Museum / WINNER

When people think dinosaurs, they think Drumheller.



Southern Alberta's Royal Tyrrell Museum is internationally renowned for its work, and it's the only museum in Canada dedicated exclusively to the science of palaeontology. The museum has been a tourism draw since it first opened its doors in 1985. Nothing excites like dinosaurs, and the area in Alberta's south is rich with fossils and spectacular original specimens. The museum draws a link between Alberta's distant past and the dinosaur remains that gave rise to today's oil and gas riches. More than 400,000 people visit each year for the exhibits, science and educational programs.

Royal Tyrrell
Museum

Leanna Mohan
403.823.7707
leanna.mohan@gov.ab.ca

FINALIST
 Canadian Badlands
 Passion Play



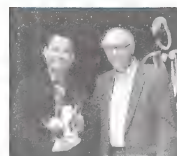
Each year more than 12,000 people enjoy the annual Canadian Badlands Passion Play, enthralled by the sense they've been transported to another place and another time, to a real-time observance of the life of Christ.

Realism is brought to life on a stage the size of six football fields, populated with sheep, goats, donkeys and horses. The Canadian Badlands Passion Play continues to grow. Over the past 17 years it has played to more than 200,000 people, who not only experience an encounter with Christian history, but also provide a modern-day boon to the region's economy.

Canadian Badlands
Passion Play

Vance Neudorf
403.823.2001
info@
canadianpassionplay.com

/ FINALIST
 You're Welcome
 Edmonton Awards



Good service is the least you'd expect. Outstanding service is the ideal. The "You're Welcome Edmonton Awards" set out to define, reward and develop the notion of Outstanding Service, so that it became the across-the-board rule any time the public was engaged. Individuals are nominated through forms available at over 600 businesses, or via an on-line submission. Nominees are evaluated on criteria including enthusiasm, dedication, and knowledge of Alberta's Capital Region. YWE organizers say the program has exceeded all expectations – growing to a year round program recognizing the importance of excellent customer service culminating in a grand gala celebration.

You're Welcome
Edmonton Awards

Colette Ries
780.917.7624
cries@edmonton.com

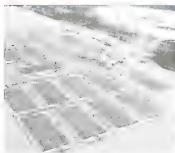


(L-R) Presented by:
Mike Shymka, Chairman
of the Board, Alberta Hotel
& Lodging Association
(award sponsor),
Accepted by: Doug Jones,
President and Chairman
of the Board, Canadian
Badlands Ltd.

Friends of Tourism

THE ALTO FRIENDS OF TOURISM AWARD RECOGNIZES ANY ORGANIZATION THAT, THROUGH ITS ACTIVITIES, HAS MADE SIGNIFICANT CONTRIBUTIONS TO THE PROVINCIAL TOURISM INDUSTRY AND WHOSE PRIMARY EARNINGS ARE NOT FROM THE TOURISM INDUSTRY.

FINALIST Alberta Pond Hockey Association



For those who built this nation, hockey played in the great outdoors was an assurance of triumph against the elements. Of a sense of community. Of home. Organizers of the highly successful 2010 Alberta Pond Hockey Championships in Lac Cardinal Alberta, built on that tradition in ways that would have warmed the hearts of our hockey forefathers. The February event culminated in the largest pond hockey tournament in Alberta history, with 84 registered teams, 400 male and female players, 250 volunteers and 3,000 spectators. Suddenly, the Peace Region has become a pond hockey Mecca.

Alberta Pond Hockey Association

John Haney
780.625.6161
albertapondhockey@
gmail.com

FINALIST Conseil de développement économique de l'Alberta



With an estimated 200 million French-speakers spread over five continents, the Conseil de développement économique de l'Alberta (CDEA) believes the story of Alberta travel destinations can easily be spoken *en français*. To promote Alberta to francophone tourists – as well as help Albertans fill the language needs – the CDEA came up with an approach that reached from the front doors of Alberta businesses to the offices of Paris travel agents. The CDEA produced 30,000 travel guides which outline where francophone tourists can receive services in French, as well as sending out an Alberta FAQ magazine to 12,000 tour operators in France.

Conseil de développement de l'Alberta

Marc Tremblay
780.414.6125
marc.tremblay@ecdea.ca

Canadian Badlands Ltd. / WINNER

The vast region in southeastern Alberta, with original traces of dinosaurs, First Nations settlements, explorers and homesteaders, is being developed by innovative thinking that has brought 62 municipalities together to create a company that is helping them reach their tourism potential.



Under the banner of Canadian Badlands Ltd. (CBL), officials are working to make their municipalities the best they can be while offering visitors an iconic 'ultimate road trip'. "There's been a power to the combined tourism product development effort," says CBL Chief Executive Officer, Cindy Amos, adding, "As the largest municipal collaboration in the province with 62 shareholders, teamwork and co-operation are the bases of the organization."

Canadian Badlands Ltd.

Peggy Birse
403.343.9372
pbirse@canadianbadlands.com

ULTIMATE
ROAD TRIP

Marketing Excellence

THE MARKETING EXCELLENCE (CAMPAIGN) UNDER \$5,000
ALSO RECOGNIZES CREATIVE MARKETING COVERAGE AND
PROJECTS THAT ENCOURAGE TRAVEL TO AND WITHIN CANADA
WITH BUDGETS LESS THAN \$5,000

2010

brewster
travel canada

FINALIST
Grande Prairie Regional
Tourism Association –
The Backyard Tourist



The Grande Prairie Regional Tourism Association went a long way to show people what's so near. And by the end, they created Hollywood-worthy buzz around tourism in the Grande Prairie region. "We can be tourists without leaving the comfort of our own region," says Emilia Hovorka, Executive Director and tourism manager of the Grande Prairie Regional Tourism Association. The Backyard Tourist aired three times a day, seven days a week, throughout the summers of 2009 and 2010. The show created a buzz. The team behind the show has estimated it would have cost \$1,400,000 to produce and air the shows over 26 weeks if they hadn't done it themselves.

Grande Prairie Regional
Tourism Association –
The Backyard Tourist

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info@gptourism.ca



(L-R) Presented by:
Jim Fraser, Vice-President,
Marketing and Planning,
Brewster Travel Canada
(award sponsor),
Accepted by: Duncan
Daniels, Head of Regional
Marketing, Southern
Alberta Historic Sites

Remington Carriage Museum WINNER

George Woolf – one of the greatest thoroughbred jockeys of all time – was born in Cardston, Alberta, in 1910.



His most famous win came during a 1938 match when he took Seabiscuit to victory over heavily favoured champion, War Admiral. Backed by local rancher, Jack Lowe, he contributed around \$150,000 to cast the memory in bronze. The Remington Carriage Museum, located in Woolf's hometown, was the chosen location and on July 17, 2010, the museum unveiled a statue of Woolf riding Seabiscuit. The unveiling was more than a singular ceremony for the rural community of 5,578. It became a significant tourist event.

Remington
Carriage Museum

Duncan Daniels
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RE-LIVING
HISTORY

Marketing Excellence

THE MARKETING AGENCY CAMPAIGN OVER \$5,000 THAT HAD THE MOST EFFECTIVE MARKETING CAMPAIGN AND PRESENTED THEIR PROGRAMS TO THE JUDGES AND WITHIN ALBERTA WITH THE MOST CREATIVITY AND INNOVATION.



(L-R) Presented by:
Mark Szabo, Vice
President, Managing
Director, Karo Group
(award sponsor),
Accepted by: John Haney,
President, Alberta Pond
Hockey Association

KARO

Alberta Pond Hockey Association WINNER

In 2006, the Alberta Pond Hockey Association was formed – with visions of attracting headlines, the support of an NHL team and possibly even rivalling a World Pond Hockey Championship event.



From a first year line-up of 180 participants in 2007, the Alberta Pond Hockey Championships attracted 400 players – and 3,000 spectators – in 2010. "Not only did we want to host the largest pond hockey tournament in Alberta, we wanted to make a statement and showcase our community spirit," says John Haney, President of the Alberta Pond Hockey Association. The event is connected with the Edmonton Oilers, attracts widespread media coverage and is the biggest pond hockey tourney in Western Canada.

Alberta Pond Hockey Association

John Haney
780.625.6161
albertapondhockey@gmail.com

FINALIST
Calaway Park

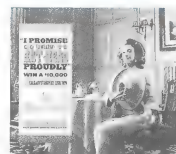


Despite a season of temperamental weather, Calaway Park is looking at a record revenue year. "We're very pleased from an overall guest perspective," says Bob Williams, Marketing Director. "Calaway Park has proven attractive to those side-stepping foreign destinations to find excitement closer to home. A sort of play-cation," says Williams. That means captivating the imagination of a young child with a Theodore Tugboat soft playground, while drawing in families toward the Haunted Mansion and still pushing the limits with thrill rides like the Adrenaline Test Zone. But all of it comes down to the look on the faces of those who walk through the main gates looking to play.

Calaway Park

Bob Williams
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FINALIST
Calgary Stampede



This year, the Calgary Stampede gave the chance for people to make their own cowboy pledge. "I promise to..." the campaign began. Visitors simply filled in the rest of the story. Stampede officials explored ways they could allow customers to book in advance, sent out three different covers on their annual planner, and harnessed the power of social media, including Facebook and Twitter. They even introduced an online Flapjack Finder that allowed people to locate the nearest pancake breakfast. The results were a substantial increase in guests to calgarystampede.com, a spike in Rodeo reserve tickets and more people planning, rather than just browsing, once they reached the site.

Calgary Stampede

Tannis Ebbels
403.261.0101
tebbels@calgarystampede.com



(L-R) Presented by:
Randy Parker, President,
Parcom Marketing (award
sponsor), Accepted by:
Randy Williams, President,
Tourism Calgary

SPONSOR

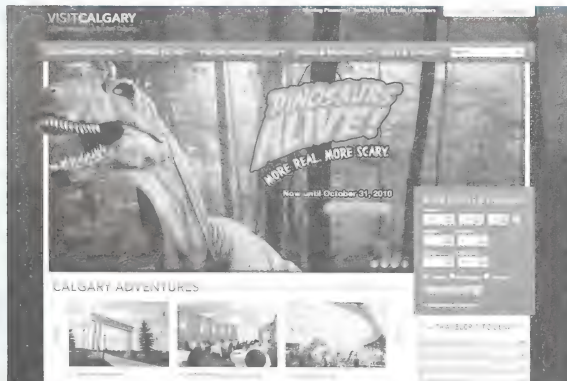
PARCOM
MARKETING

Marketing Partnership

THE MARKETING PARTNERSHIP AWARD IS AWARDED TO ORGANIZATIONS EXHIBITING EXCEPTIONAL ACHIEVEMENTS IN TOURISM MARKETING AND DEMONSTRATING THE SUCCESS OF WORKING TOGETHER.

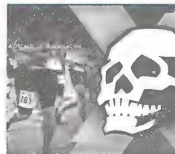
VisitCalgary.com WINNER

In August 2009, the Calgary Hotel Association and Tourism Calgary were separately looking for a new website to draw in online travellers.



George Brookman, chairman of Tourism Calgary, and Joseph Clohessey, President of the Calgary Hotel Association, realized a combined effort would push Calgary into the digital forefront. The result, VisitCalgary.com, has become more than a tourism website. It's made inroads into social media, online advertising, search marketing and mobile applications. VisitCalgary.com is on track to hit a target of 85,000 average visits per month after one year, and could exceed a goal of booking 3,000 room nights during that same time.

PROJECT DeathFest/Death Race



"It's A Killer" is the slogan for the Canadian Death Race. To some it might be off-putting, but for hundreds of others, it's a challenge they're keen to take. The annual extreme wilderness race in Grande Cache – which celebrated its tenth anniversary in 2010 – has become a weekend-long event. Music, parties, food, and a focus on other tourism-related offerings of the region cloak themselves around the 125-km challenge that brings in thousands of visitors annually. Of the increasing popularity of the event, organizers wrote: "Overall, Grande Cache has slowly moved from one of Alberta's hidden gems to a recognized gem, as the word spreads about what Grande Cache has to offer."

PROJECT Cowboy Up Vancouver – 2010 Olympic Games Partnership



The eyes of the world were on Vancouver when Winter Olympics 2010 came to town, and the Calgary Stampede saw opportunity to share in the spotlight. On Alberta Day at the Canada Pavilion, over 2,500 hats were given out. The hats became a hot item that tourists asked for throughout the duration of the games. Visitors on the way to Whistler were regaled with stories about western life and rodeo by a champion bull rider and expert chuckwagon racer. "The opportunity to engage key media and stakeholders in our own backyard has enormous value in a competitive travel trade and consumer market," said Karen Connellan, Calgary Stampede.

Cowboy Up Vancouver – 2010 Olympic Games Partnership

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VisitCalgary.com
Gisele Danis
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gisele@tourismcalgary.com

DeathFest/
Death Race
Vicky Ly
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vicki.ly@grandecache.ca



Tourism Red Deer



(L-R) Presented by:
Josephine Wasch, Senior
Manager, International
Sales & Marketing, Via Rail
Canada Inc. (award sponsor);
Accepted by: Susan Steen
Turkington, Visitor Services
Coordinator, Tourism
Red Deer

Service Excellence

THE SERVICE EXCELLENCE AWARD IS AWARDED TO ORGANIZATIONS
IN THE TOURISM INDUSTRY WHO DEMONSTRATE A COMMITMENT
TO DELIVERING OUTSTANDING CUSTOMER SERVICE TO VISITORS
IN ALBERTA.



Tourism Red Deer – Visitor Services / WINNER

The friendly folks at Tourism Red Deer's Visitor Information Centre
greet tourists 364 days a year.



Perfectly located on the
QE II between Calgary
and Edmonton, the Centre
welcomes an average of
70,000 visitors a year, and
offers recommendations
on the area's events and
attractions. The focus is
customer service; in this
case the customer being
anyone visiting Red Deer,
or a local who's looking for
hidden gems. Information
Counselors at the Centre
will provide recommendations
and help craft a schedule
of events suited to a
person's individual interests
and taste. A random
survey of 75 guests to
the Information Centre
revealed 100 per cent
of them believed the
quality of service and the
information they received
exceeded their expectations.

Tourism Red Deer –
Visitor Services

Susan Steen Turkington
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Sustainable Tourism

THE SUSTAINABLE TOURISM ALTO RECOGNIZES THE MANAGEMENT OF RESOURCES FOCUSED ON MAINTAINING ENVIRONMENTAL SUSTAINABILITY AND SOCIAL AND CULTURAL INTEGRITY WHILE CONTRIBUTING TO THE OVERALL WELL-BEING OF THE LOCAL COMMUNITY.

SPONSOR



conseil de
développement
économique
de l'Alberta

FINALIST

**Alberta Birds
of Prey Centre**



Colin Weir and the Alberta Birds of Prey Foundation envisioned a storm-water site that would handle over-flow water, while at the same time restoring a prairie wetland and creating a new wildlife centre. The idea was innovative and forward-looking, and was seen as a way to boost tourism and promote education about the environment. The government stepped up, as did educational facilities, environmental groups, veterinarians, and members of the private sector. Now the centre is a safe haven for injured birds to rehab and be returned to the wild. It has also become a tourist destination, attracting hundreds of visitors each year with its theme of respect for wildlife and environmental sustainability.

**Alberta Birds
of Prey Centre**

Colin Weir
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info@burrowingowl.com

FINALIST

**Discovery
Wildlife Park**



For the Discovery Wildlife Park in Innisfail, it's all about education, preservation, and conservation. In 2010 alone, the park welcomed more than 100 school groups to its guided tours, and saw summer sessions well attended by the general public. There's heavy emphasis on using recycled and reclaimed items in an overarching commitment to the environment. The park's main building is an old Epcor office from Edmonton that's been revamped to house concessions, small animal exhibits, the admissions counter and a gift shop. Park owners pledge all future developments will incorporate practices and technologies that will provide a template for future environmental stewardship.

**Discovery
Wildlife Park**

Doug Bos
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dougzoo@dougzoo.com



(L-R) Presented by:
Marc Tremblay, Executive
Director, Conseil
de développement
économique de l'Alberta
(award sponsor), Accepted
by: Andrew Kyle, Owner,
Mount Engadine Lodge

Mount Engadine Lodge / WINNER

They call it 'getting a new attitude at altitude.' Innkeeper Chris Williams has taken the three R's of sustainability (reduce, reuse, recycle) and added a fourth – respect for the environment.



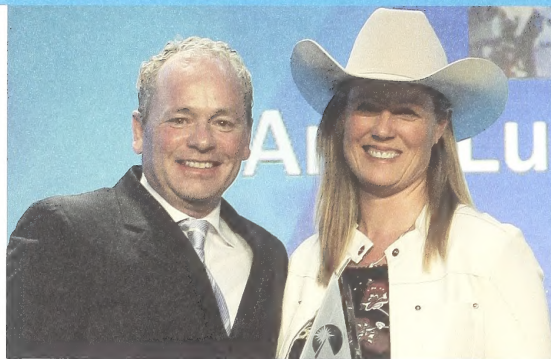
The company makes a concerted effort to use only locally produced goods and materials, which both helps the environment and is a boon to the local economy. The biggest step of the past year involves the installation of a bank of 24 batteries to supply power during off-peak hours. Other recent renovations include the installation of low flow toilets and the use of CFC lightbulbs across the property. The Lodge is committed to continuing its environmentally conscious approach.

**Mount Engadine
Lodge**

Chris Williams
403.678.4080
chris@mountengadine.com

Tourism Media

THE TOURISM MEDIA ALO RECOGNIZES EXCELLENCE IN TRAVEL JOURNALISM AND STORIES THAT CAPTURE ALBERTA VACATION EXPERIENCES.



(L-R) Presented by:
Ian Smyth, Sales
Representative, Strategic
Accounts, WestJet Airlines
(award sponsor), Accepted
by: Karen Connellan,
Senior Manager,
Consumer Marketing,
Calgary Stampede

SPONSOR



Amy Lucas – “Get Bucked”, Australia / WINNER

“Every aspiring cowboy/girl’s got to eat, so we head to Buzzard’s, a restaurant specializing in cowboy cuisine.



Antique saddles, old boots and cow skins lend the place an authentic vibe but we didn’t realize we were in a real old-time treat – the Annual Testicle Festival. Taken from Alberta veal calves, the dangly bits are snipped off and whipped up into a local delicacy, fondly known as prairie oysters.”



FINALIST

**Cinda Chavich –
“A Hankering for Pie
on the Cowboy Trail”,
Calgary**



“Along the Cowboy Trail, a pretty route that skirts the eastern slopes of the Rocky Mountains, there’s a lot of cowboy cuisine on the menu. But what’s particularly plentiful on this Prairie road trip is pie – saskatoon berry pie, famous apple custard pies, tart prairie berry pies, and sweet potato pies, served up at farm-gate cafes, historic houses and small town bakeries. I’m hankering to taste them all.”

FINALIST

**Jake MacDonald & Todd
Korol – “Bright Lights,
Big Fishy”, Winnipeg**



“After a short drive we pulled off a bridge on the Glenmore Trail and backed the boat toward the river. I had forgotten to buy a license, so I cut across the freeway and went into a shopping mall, getting not so much as a glance from the other shoppers as I squeaked along in my neoprene chest waders.”



CONNECT COLLABORATE CAPTIVATE

Travel Alberta
Industry Conference
October 23 – 25, 2011
The Fairmont Banff Springs

Connect this fall with the premiere tourism industry events in Canada.

Collaborate with more than 700 of Alberta's top tourism professionals at what Canada's meetings and events industries have recognized as the best conference in Canada for the past two years.

Be prepared to **be captivated** by powerful keynote speakers and learn from Alto Awards finalists.



Visit Industry.TravelAlberta.com/Conference for program updates, online registration and to book your room at special conference rates at The Fairmont Banff Springs.





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HOTELIERS PLEASED WITH TRAVEL ALBERTA

The 2010 Annual Report of the Alberta Hotel and Lodging Association (AHLA), reports that AHLA member satisfaction with Travel Alberta has grown to 3.10/4 or 77.5% in 2010.

"The AHLA is satisfied with the governance and accountability of tourism marketing under Travel Alberta's Board of Directors and CEO," states the report. "Under CEO Bruce Okabe, Travel Alberta has adopted a collaborative and strategic approach to tourism marketing – one that the AHLA strongly supports," stated the report.

"We are very pleased that Travel Alberta has earned the trust and respect of the tourism and hospitality sector, said Bruce Okabe. "These results are a strong indication that the strategy we have embarked upon is strongly endorsed by our partners and stakeholders."

Satisfaction by AHLA members in Travel Alberta has grown to 3.10 on a four point scale in 2010 from 3.07/4 in 2009 and 3.06/4 in 2008.

AHLA member satisfaction with Travel Alberta is used by the AHLA to a measure performance of the association's strategic initiative to ensure that Alberta's tourism levy remains focused on tourism marketing and development.

AHLA Member Satisfaction with Travel Alberta



Liz Taylor, former Managing Director of Travel Alberta's regional marketing unit and recently named Executive Director of Tourism Red Deer, has been honoured with the first time Lifetime Rural Tourism Champion Award. Presenting the award at the Growing Rural Tourism Conference in Camrose in April was Premier Ed Stelmach, Conference Committee member Marty Eberth and conference Chair Wynn McLean, also a member of the Strategic Tourism Marketing Council.

RESULTS

Preliminary results from Travel Alberta's balanced scorecard, measuring performance for the year ended March 31, 2011

CORPORATE SCORECARD	2010-11 OBJECTIVE	RESULTS AS OF MARCH 31, 2011	GRADE
Cost efficiencies (cost reductions and efficiencies achieved)	5% of operating budget = \$1,032,434	\$1,080,908	A
Campaign conversion (Positive Influence ROI)			
Regional:	Alberta: 27:1 B.C.: 10:1	30.1:1 10.5:1	
National/International:	24:1	36:1 (Germany)	A+
Team Member Engagement Index	2.46/4.00 49%	2.93/4.00 64%	A+
Industry Satisfaction	72%	60%	B
Partner Contribution	1:1	1.26:1	A+
Partner participating in learning opportunities	2,200	2,865	A+
Customer Database Growth	+25,000	+32,614	A+
Visits to TravelAlberta.com	4.1 million	3.2 million	C+
Leads to industry via TravelAlberta.com	120,000	203,720	A+
Potential room nights generated by MC&IT leads	56,000	117,104	A++
Unpaid media value	\$100 million	\$496 million	A+++

UPCOMING EVENTS

Deadline for 2011 Alto Awards applications

September 9

Travel Alberta Industry Conference

The Fairmont Banff Springs
October 23 - 25

Alto Awards Gala

The Fairmont Banff Springs
October 24

Canada's West Marketplace

Vancouver
November 2 - December 1

NEW AT TRAVEL ALBERTA

Phil Klassen
Executive Director,
eMarketing

Cheryl Liu
Marketing Director,
Asia Pacific and
Latin America

Chris McNelly
Director, Human Resources

Steve Thomas
Director, Finance
and Administration

Richard Wong
Executive Director,
Industry Relations

EDMONTON OFFICE NOW OPEN

802 Oxford Tower
10235 101 Street
Edmonton, Alberta
T5J 3G1

T: 780.784.0064
F: 780.784.0065

STRETCHING VACATION IMAGINATION

Donalda, Alberta native actress and model Tricia Helfer helped Orange County, California consumers stretch their vacation imaginations at a virtual heli-yoga event in Irvine, in April.

Ms. Helfer spoke about her own Alberta vacation memories with reporters from Access Hollywood and Splash Magazine, among other media. The event helped launch Travel Alberta's 2011 U.S. Summer Campaign.

